

Student Name: _____ Student Name: _____

Student Resource 2.2 (pg.1)

Profile of an Ad

With your teammate, examine your advertisement and discuss:

1. What year was the advertisement printed? _____
2. What information is given about the product (i.e., date, manufacturer, targeted consumer) _____

3. Can you still buy this product today? _____
4. If yes, is it the same or different? How? _____

5. What did you notice first in the ad? _____

6. Identify and analyze any visual images or messages used. _____

7. Identify the social and cultural values being promoted. _____

8. What impact did the product have on individuals or society? _____

How well you work with your teammate will be evaluated using the following rubric:

Ice Every Day

or ~

The Zone of Kelvination

The Zone of Kelvination is a zone of temperature that lies below 50°, which Kelvinator maintains all the time. This is much colder and more constant than the temperature ice maintains. Kelvinator chills the refrigerator electrically. The annoyance of ice and ice delivery can be forgotten.

Fits any Refrigerator

Kelvinator can be installed in any good refrigerator. It requires but a short time to make the installation and the necessary electric connection, and from that time on you simply forget it.

The Kelvin-et \$250 f. o. b. Detroit

The Kelvin-et is a compact refrigerating unit for small homes and apartments, priced at \$250 f. o. b. Detroit

Kelvinator Ice Cream Cabinets

are made in sizes for every retail business. The Kelvinator air-cooled principle makes installation simple and economical.

Kelvinator

~ just once

Refrigeration that lasts. Complete freedom from the care and attention demanded by ice. A colder refrigerator—chilled with dry, frosty air—that stays cold.

Kelvinator promises you year after year of this care-free refrigeration, and supports its promise with proof that *proves*. For, remember this:

Kelvinator is the oldest system of electric refrigeration for the home, and has been a success for years. Kelvinator has *proved* its permanence. Installations made long be-

fore any other system was even on the market are still in perfect condition.

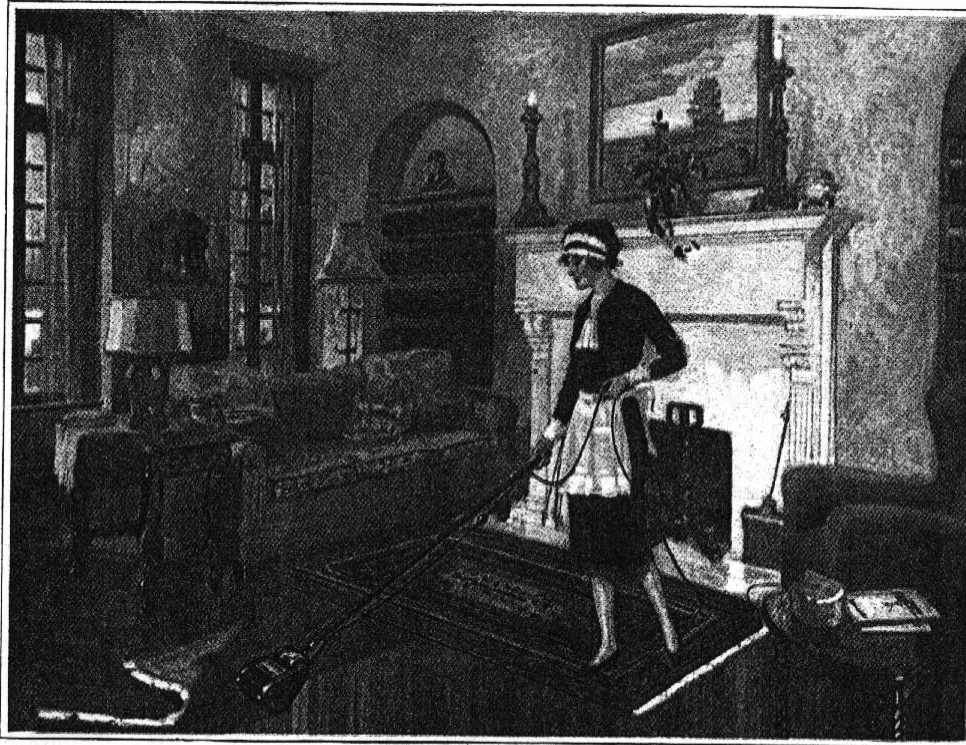
When you buy electric refrigeration you have a right to expect long continuing service. The successful years behind Kelvinator are a guarantee that Kelvinator will give this permanence.

Any Kelvinator dealer will come to your home, look over your refrigerator, and give you complete information about electrifying it. Consult the man in your city, or write for literature.

KELVINATOR CORPORATION, 2056 WEST FORT STREET, DETROIT, MICHIGAN
Kelvinator of Canada, Ltd., 516 West Pitt Street, Windsor (184)

The Oldest Domestic Electric Refrigeration

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Have Beautiful Waxed Floors~

NOW you can wax your floors *quickly*—without stooping—kneeling—or even soiling your hands. Just try the Johnson Wax treatment and you will be astonished at the ease with which your floors can be made and kept beautiful.

The Johnson Wax treatment takes only a few minutes and *afterwards* your floors will require but half the care—ordinary dry dusting will keep them immaculate. And “traffic spots” in doorways can easily be re-waxed without going over the entire surface.

Just spread on a thin even coat of Johnson's Polishing Wax with a Lamb's-wool Mop. This cleans the floor and deposits a protecting film of Wax which a few easy strokes of the Weighted Brush or Electric Polisher will quickly bring to a beautiful, durable polish.

A Johnson Floor Polishing Outfit is all you need. Get either a *Hand* or *Electric* Johnson Floor Polishing Outfit—both include a supply of Liquid Wax and a Lamb's-wool Wax Mop.

this new easy liquid way

\$6.65 Floor Polishing Outfit, \$5.00
This Hand Outfit consists of:
1 Qt. of Johnson's Liquid Wax . . . \$1.40
1 Johnson Lamb's-wool Wax Mop . . . 1.50
1 Johnson Weighted Floor Polishing Brush . . . 3.60
1 Johnson Book on Home Beautifying25
A Saving of \$1.65! \$6.65
Good at department, drug, furniture, grocery, hardware and paint stores. Sells in Canada for the same price, \$5.00.



Johnson's Wax Electric Floor Polisher ★ is a wonderful new labor-saving appliance which polishes floors rapidly and practically without effort. It runs itself—you just guide it.

Simple—nothing to get out of order. Light—only 9 lbs. Runs from any light socket for 1½¢ an hour. It polishes under davenport, buffets, beds, etc., without moving the furniture.

Rent It for a Day!

At your neighborhood store you can rent a Johnson's Wax Electric Floor Polisher for \$2.00 a day. It will take but a few hours to give all your floors and linoleum a Johnson Wax treatment.

The price of the Electric Polisher is only \$42.50 (in Canada \$48.50) and with each Polisher is given FREE a \$1.50 Lamb's-wool Mop and a pint of the famous Johnson's Liquid Wax. We will send you one by prepaid express if your local dealer cannot supply you.

S. C. JOHNSON & SON • RACINE, WIS.
“The Floor Finishing Authorities”

JOHNSON'S LIQUID WAX

February 1926 Good Housekeeping

February, 1926

THE COUNTRY GENTLEMAN

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NEW

Water Cured Tube



*~replaces
old steam cured tube*

HERE is the perfected inner tube, as near 100 per cent. quality as human effort can attain ideal perfection.

By installation of the Water Cure in place of Steam Cure, Goodrich has reduced the chance of casual imperfection in tube making to the vanishing point.

For years tubes have been cured in steam. The new process substitutes water at the temperature of steam for steam itself—water under 150 pounds pressure.

This scientific refinement puts complete security into the physical condition of a Goodrich tube; hence practical assurance that it will render utmost service.

The water impact compresses evenly

the entire surface of the tube, delivering its force exactly the same to each millionth part of a square inch.

It irons out every bit of aeration, or the slightest vestige of a raw seam, and leaves no chance for small air pockets, bubbles, blisters, and imperfections around the valve.

A tube of firm velvety texture, with neatly joined seams is turned out—all of it free from flaws, visible or invisible.

You see the difference in the tube made by this process the instant you take it in your hand. You feel it in its tough yet lively rubber—the strength and flexibility of it.

You like how the seams merge into the tube. You admire the precision and completeness of the finish around the valve.

Its performance too has demonstrated that it is a more lasting tube.

It ages better; that is, withstands normal weakening from time, and has greater resistance against tear.

When you buy a tube, made by the Water Cure Process, the chance of getting an imperfect tube is next to nothing.

When you buy Goodrich or Silvertown tubes, you buy the Water Cure Process.

One and together they write security into a tube investment.

THE B. F. GOODRICH RUBBER COMPANY, AKRON, OHIO

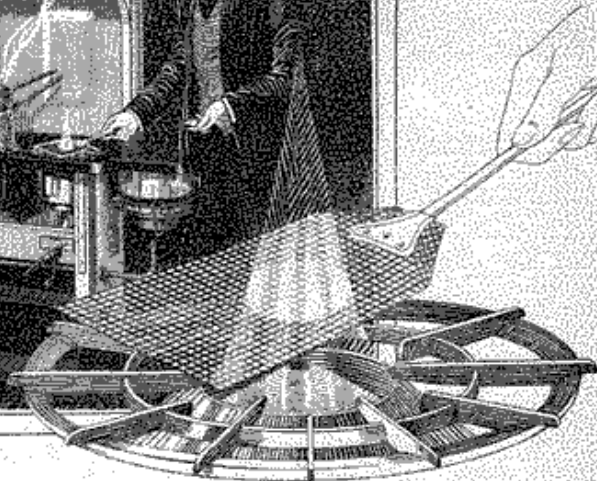
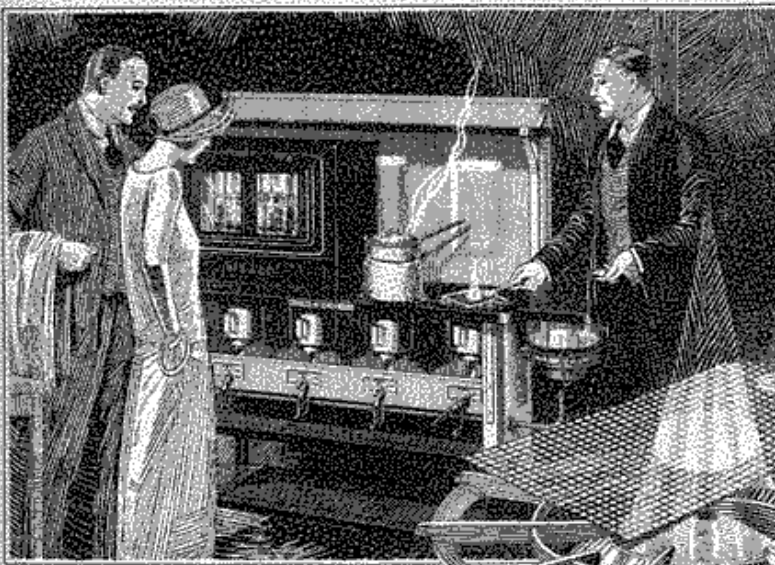
In Canada: Canadian Goodrich Company, Ltd., Kitchener, Ontario

Goodrich

Goodrich is the exclusive manufacturer of the celebrated Silvertown Tires, the famous Hi-Press Footwear, Goodrich Zippers, Goodrich Water Boots, and thousands of rubber mechanical articles for industry.

The Household Magazine for February, 1926

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Everyone knew that some day a better oil stove would be developed

That day is here. The stove is here. It's the NESCO, the oil stove that cooks with gas. This beautiful new-day stove brings all the cool comfort and convenience of gas-cooking to homes without gas. Using ordinary kerosene fuel, it makes and burns its own gas. No priming. No wick trimming.

The NESCO lights like an ordinary oil stove but in a few moments the true blue gas flame develops — smokeless, sootless, odorless—and with the intense heat so necessary for quick and satisfactory cooking results; a heat that fries, bakes, boils and broils with the speed of a gas range but with oil stove economy. You'll get 24 hours per burner from a single gallon of kerosene.

So intense is the heat that a fly swatter held over a NESCO Oil Stove burner at the cooking level glows red hot in an instant. This wonderful NESCO burner is enthusiastically endorsed by thousands upon thousands of housewives. Over a million are in use.

There is a NESCO Stove for every kitchen and for every purse. Each is substantially built, handsome in appearance, and will harmonize nicely with any kitchen. Ask your NESCO dealer to show you a model suitable for your cooking requirements.

NATIONAL ENAMELING & STAMPING CO., INC.
Advertising Department, 425 East Water St., Milwaukee, Wis.
Branches at: Milwaukee, Chicago, Granite City, Ill., St. Louis,
New Orleans, New York, Philadelphia, Baltimore.
Licensed Canadian Manufacturer: Dominion Stove and Foundry
Company, Peterborough, Ontario, Canada.



The intense heat of a gas stove burner is due to the flame being hot and spreading under the entire base of cooking pan. So this the blue gas flame of the NESCO burner makes and burns under the entire base of the burner, producing intense gas flame cooking heat.

Mail the
Coupon
Today

National
Enameling
& Stamping
Company, Inc.
425 E. Water St.
Milwaukee, Wis.
Please send me free
full details of the New
Day Model Book. I will
also receive with this
"The Cooking With An Oil
Stove" and "What's New in
Stoves"



Never patented before.
With a full of test-
ing machine. Shows
how the burner
works. Long lasting.

NESCO

OIL COOK STOVE
With the Blue Gas Contact Flame

Name _____
Address _____
City _____ State _____ Zip _____
Your NESCO Dealer's Name _____



★

Your Electric Service Company will direct you to your nearest SERVEL Dealer.

Think of the saving resulting from the low cost of electricity and the elimination of food spoilage.

Let SERVEL help pay for itself on the deferred payment plan.

The way to his heart

THE grand old custom of raiding the refrigerator, practised by old and young alike, is becoming more popular every day—so temptingly delicious are the viands that have been kept fresh and wholesome by SERVEL Electric Cold.

The savory foods—the crisp, firm salads—the frozen desserts are but a few of the many reasons why electric refrigeration is destined to become universal. Truly, these delights—and the convenience, the dependability, the cleanliness and economy of SERVEL “Ideal Electric Refrigeration”—will prove a revelation to you.

Send for illustrated booklet, “The Realization of an Ideal”

THE SERVEL CORPORATION—NEW YORK

CHICAGO DENVER LOS ANGELES ATLANTA DALLAS

Factories: Evansville, Indiana Carteret, New Jersey Newburgh, New York ©1925 T. S. C. N. Y.

February 1926 Good Housekeeping

Our trademarks registered in the U. S. and applications for registration pending the world over.



The Interesting Story of "Spin-Rinse Spin-Dry"

In go the soiled clothes—Out they come—beautifully clean—time, 18 Minutes per load

From Clothes Basket to Clothes Line, 18 minutes per tubful

THE old saying that "It all comes out in the wash" has been revised to read "It all comes out in the Spin-Rinse"—all the soap, softener, soil, etc., left after the gently powerful Savage Rotary "Come" Washing action.

Science and the Savage Washer and Dryer have relieved the user's hands and back, as well as the "set" tub and the wringer of their wash-day job. Here's how it's done—Simply load your Savage Wringerless with water through the "Spin-Rinse" hose, add soap; touch the switch. In fifteen minutes, or less, the entire load, of seven large sheets or equivalent is immaculately washed and bleached. Touch the switch; tilt the aluminum spinner-basket to horizontal position, then turn on the hot water faucet—hot as you want it. Spray directly from faucet upon the clothes. Start the spinner revolving by touching switch, and in TWO MINUTES the hot rinse water has "Spin-Rinsed" out all soap, softener, etc. It's only necessary to

shut off the water at the faucet and in ONE MINUTE MORE the entire load is "Spin-Dried" ready to hang on the line.

Meanwhile, the "Consent Water-Level" device, an exclusive Savage feature, has maintained the proper water-level, drained off the soiled water from the bottom of the tub—leaving clean water for the next load.

A touch of the foot upon the Savage Rotary Pump, and in two minutes the tank is empty. Drain connection supplied. No set-tubs, no wringer, no removing or replacing pieces of the wash or the machine between operations. Just put them in soiled—take them out washed, bleached, rinsed, and dried! 18 minutes to the load! This is only part of the Spin-Rinse, Spin-Dry story. The coupon or a postcard brings it all. Write at once.

SAVAGE ARMS CORPORATION

108 Savage Avenue, Utica, N. Y.

SAVAGE

WASHER & DRYER

Write for the complete story of Spin-Rinse, Spin-Dry

Name _____
Street _____
City _____ State _____

15 minutes to wash and blue.
2 minutes to "Spin-Rinse".
1 minute to "Spin-Dry" for the line.

G. H. 2-21

Do Too Many People Marry?

"You're probably right about the law, but the point I have in mind is sound, just the same. Take those two letters as an example. There are a couple of fine, intelligent fellows; you wouldn't ask for any more thoughtful or better phrased letters. Yet both those men are mired in matrimony. The teacher chap could probably go on to the university and become a great scholar or the president of a college, but he is tied down by the necessity of caring for his family. The other man, before he took the time to discover whether he was fitted for business or not, rushed bravely into the profession of fatherhood, which is a hundred times more important and difficult.

"Last month I bought a little company," he continued. "It is small, and while we expect to make it successful, its success or failure is not a vital matter to me one way or the other. Yet what did we do before we agreed to buy it? We made a complete analysis of the product, getting the best scientific and business opinions. We studied the competitive situation. We looked at the financial problem from every possible angle. What are our costs? What chance have we to reduce them? Can we be sure of laying our hands on enough additional money in case of a business slump which might delay our progress? How much capital will be required for expansion?"

"You know the sort of study that a man of sense conducts before he enters on a business engagement. Even young and inexperienced men are careful to go through some such process before committing themselves to a job. Yet a man who wouldn't think of signing away a year of his business life without a careful weighing of all the factors will blithely sign away his whole life in marriage and make no calculations at all.

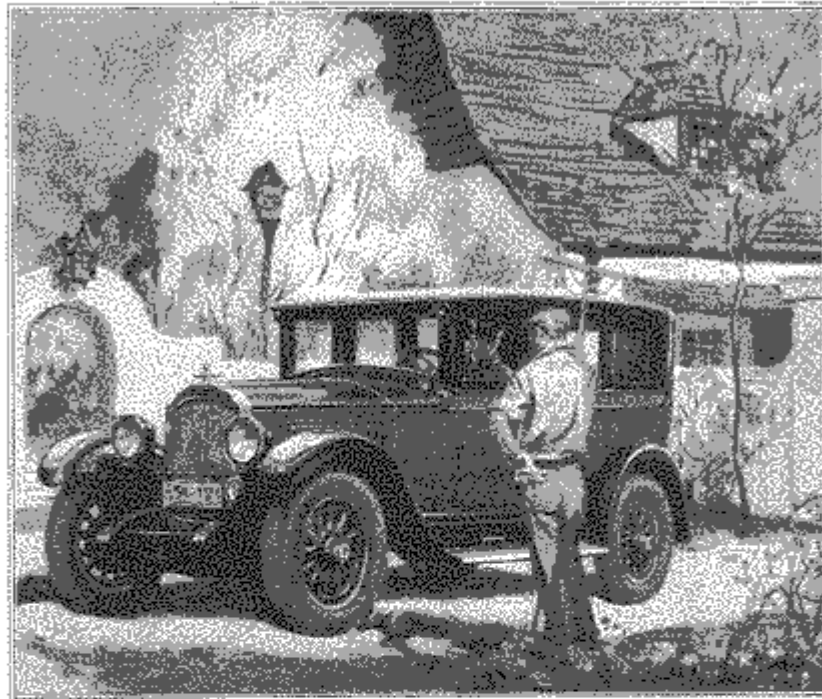
"The idea of any analysis in connection with marriage is considered somehow improper. No gentleman is supposed to allow his cool judgment to mix in with the affairs of his heart. It is not nice. All the heroes of plays and fiction are dashing young knights who toss discretion to the winds and follow the scent of a lady's perfume, though it lead to the ends of the earth. You writers and editors are a good deal responsible. You are always picturing marriage as a grand adventure where only the brave deserve applause, and the cautious are objects of contempt. I say it's a wrong to youth. I'll admit that love makes the world go round, and that the clean romance of a boy and girl is the finest thing in the universe, but I say also that sound common sense deserves a place in the picture, and if you can't make people use common sense by law, then at least editors and preachers and college professors, and other folks who are responsible for public opinion, ought to do everything in their power to make young men stop, look, and listen."

"Stop, look, and listen to what?" I demanded.

Two Essentials of Marriage

"I haven't thought it out completely," he answered, "but I should say that any young man who is about to sign a life contract ought to do these two things at least:

"1. He should find out what it costs other couples of his acquaintance to live, and whether they are going ahead financially, or standing still, or sliding back into discouragement. He should look around and observe the couples who are being helped out by their parents, and ask why. And he should certainly find out the financial ideas of the young lady he is courting. A lot of brave young souls have the idea that it is immodest to mention money matters to a girl; they usually regret it when they discover that their girls are extravagant, either from training or from thoughtlessness. He should know how the finances of his lady's household are run; whether she charges everything that hits her fancy to her father, or has an allowance; how her mother's bills are paid, whether



WILLYS-KNIGHT SIX

A CAR of phenomenal performance, in a beautiful setting . . . A sweet-running car, powerful, quiet, smooth from the first turn of the engine—at 5000 miles, as at 25,000-to-50,000, your Willys-Knight Six is still more powerful, still smoother, still more quiet. And at 75,000-to-100,000 miles and over, you will observe an even greater improvement. For this car is driven by the internationally endorsed Knight sleeve-valve engine, the only known motor-mechanism that *improves* with use . . . the only engine that, up to a mileage-point still undetermined after 16 years of use, *increases* in power, *increases* in smooth and silent running, *increases* in all-around efficiency *with every mile!*

The new Willys Finance Plan offers newspapermen terms as the down cash on which an automobile can be purchased.